

# Quote

THE WEEKLY DIGEST

Volume 28—Number 22

Week of November 28, 1954

## MAY WE *Quote* YOU ON THAT?

[1] PIERRE MENDES-FRANCE, French Premier: "I am quite sure we can achieve peace, but for that the Western nations must be united and must work together. . . This is why I do feel that organization of the Western defenses between the countries concerned is the cornerstone for strengthening the peace." . . [2] Pres Tito, of Yugoslavia, *emphasizing independence of his nation from both Soviet Union and the West*: "They in the West who do not like Yugoslavia as a socialist country should realize once and for all that every hope and even illusion that Yugoslavia will one day turn against socialism and join some imperialistic camp is futile." . . [3] HARLOW H CURTICE, pres, Gen'l Motors, *on production of 50 millionth GM car*: "It took Gen'l Motors 32 yrs to produce its 1st 25 million cars, but only 13 yrs to produce its 2nd 25 million. We are well on our way to a goal of 100 million motor vehicles." . . [4] EARL JOHNSTON, Pittsburgh Chrysler dealer, *rejoicing in happier days for motor in-*

### Quote of the Week

HENRY CABOT LODGE, U S Ambassador to UN, *on death of Andrei Vishinsky, chief Soviet UN delegate*: "Mr Vishinsky represented one of the world's great powers with extraordinary energy and resourcefulness. We who vigorously disagreed with him respected his forensic talent."

—”

*dustry*: "Things look a lot better now. Last yr we didn't have the crowds in our showrooms. We put hats on the porters so they'd look like customers." . . [5] Dr JULIUS RAAB, Austrian Chancellor, *on arrival in N Y*: "My country has made quite remarkable strides despite the ending of U S aid a yr ago. I am glad that I need not come for any further aid." . . [6] NORMAN THOMAS, *accepting \$10,000 check from admirers on 70th b'day*: "As an old-time Socialist campaigner, I always thought people forged signatures to \$10,000 checks."

FOURTEENTH YEAR OF PUBLICATION



The simple truth is that our nation has badly outgrown its fixed facilities. This is especially true in our urban centers, with their rapidly expanding suburbs. In the period since War II there has been relatively little of the sort of thing roughly classed as "public works." Now, it cannot be longer postponed.

This condition results not only from normal increases in population, but also in the growing trend toward individual housing (stimulated by an "easy money" policy that makes home ownership more economical than apartment rental); large-scale slum clearance projects, and kindred factors.

All this development demands more roads and streets; an extension of sewers, electricity, and so on. It adds up to a lot of activity, public and private. Heretofore,

"public works" programs have been undertaken as a relief measure, to provide emergency employment. That is not basically true at this time. But of course the program will have its stimulating effect on business generally.

Washington is getting ready for the Business Census, to be taken in '55—the 1st gen'l business census since '47-'48. About 300 types of questionnaires are involved—some of them nearly as "long" as the persons who will be required to fill them in. Some 3.5 million business establishments will be queried in various categories of manufacturing, trade and mining.

Basically, this is not a "gov't" project. There was some reluctance on the part of Congress to appropriate the necessary funds. But business interests insisted the survey is needed. Heretofore value of the Census has been impaired by slow tabulation. This time 2 Univac computers will be used. There is hope that basic summaries will be ready by Dec '55. Better fill in the forms promptly if you're asked; failure to comply is a criminal offense.



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★  
"He who never quotes, is never quoted"  
★ ★

Charles H. Miller, Jr.



#### AMERICANA—1

The making of taste in America is, in fact, a major industry. Is there any other place that you can think of where there are so many professionals telling so many nonprofessionals what their taste should be? Is there any country which has so many mags as we have devoted to telling people how they should decorate their homes, clothe their bodies, and deport themselves in company? And so many newspaper columns full of hints about what is good taste and what is bad taste? . . . If the taste industry were to go out of business we would have a major depression, and there would be breadlines of taste-makers as far as the eye could see. — RUSSELL LYNES, *The Tastemakers* (Harper).

#### ATOMIC AGE—2

With atomic power increasing at a rapid rate, it's such an exciting world that a fellow almost wishes he could be alive 100 yrs from now—after skipping the next 2 or 3 generations. — FLETCHER KNEBEL, *Potomac Fever*.

#### BOOKS—Reading—3

Reading is like depositing money in a savings acc't. The benefits compound themselves like interest. But unlike a savings acc't you can draw on your interest without ever having less remaining.—E M MACURE, "Old Books," *Lipton Mag*, hm, Thos J Lipton Inc, Autumn '54.

#### CHRISTIANITY—4

Christian civilization is not just one among many; it is . . . the only civilization built upon the rights of the human personality.—DOUGLAS JERROLD, *The Lie About the West* (Sheed & Ward).

#### CHRISTMAS—Giving 5

In keeping with the true spirit of Christmas, the best gifts we give are not necessarily those that we buy, wrap in colored paper and adorn with tinsel. Far better are those we give from the treasures of grace and goodwill.

To little children we can give smiles of encouragement and words of cheer as they step, a little bewilderedly, into the 1st experiences of life.

To youth we may lend a helping hand in their quest for good romance and adventure, without which youth cannot live.

To old age let us give opportunity for dreaming dreams.

To life and the things of life give some measure of devotion which will enliven the common ways and ennoble the common tasks.

And to posterity we should give the legacy of a good name and good work well done.—*Kernel*, hm, Hubinger Co.

..... *Quote* .....



# Mining The Magazines



*Bunte Illustrierte* (Offenburg) quotes a European marriage broker to the effect that business is always brisk in a long, hard winter. "I suppose," she concludes, "that people become acutely conscious of their loneliness when they are really cold all the way thru."

Britons may be subjects, rep'ts Martin Codel, in *TV Digest*, but not to the tyranny of a tv screen. Visiting British tv facilities, Codel noted that after the Children's Hour program at 5 p m, the program is blank until 7:25 p m. A BBC official explained: "This is so mothers may prepare dinner and put children to bed without distraction from tv. The children, seeing a dark screen, will make no fuss about staying up later."

We're rather taken with the paging-dating system adopted by *Photo Magazin* (Zurich). Page 15 of Oct issue would be 15-10, Oct being the 10th month; it would be 15-11 for Nov, since that is the 11th month. This facilitates reference when magazines are bound in volume formation.

Depressed citizens not infrequently turn to a bottle to relieve spells of the "blues". But *Pageant* (Nov) tells of a new bottle—a lately-discovered drug. Soothing effects have wrought improvement in a variety of symptoms.

Congratulating Sir Anthony Eden on his knighthood, the *London Telegraph* observes:.. "With 2 such Garters as Sir Winston and Sir Anthony, Britain will surely, if the vulgarity may be excused, keep up her socks."

—

Copyreaders for *Congressional Record* take care of senatorial courtesy, if the senators forget it. Sen Arthur V Watkins (R-Utah) forgot to refer to Sen Jos McCarthy (R-Wis) as "the distinguished Senator from Wisconsin." Instead, he called him "the man from Wisconsin." But in the *Record* next morning it was "distinguished Senator." Sen Capehart (R-Ind), incidentally, has become so used to referring to colleagues in the stilted phraseology of the Senate, that in a recent speech he referred to himself as "the able Senator from Indiana."

From *Weltbild* (Munich) we translate a little item of some special interest to the advertising fraternity: While excavating in Greece, the Spanish archeologist Sancho de Monada found some sandals 2500 yrs old. Nails had been fastened into the delicate soles so as to spell the words, "Follow me, handsome."

..... *Quote* .....

Even poor old Santa has his troubles. We understand the Marxists consider him an "obvious symbol of capitalist acquisitiveness which has been cleverly twisted by Big Business into a type-figure of reasonable benevolence." And there was the fellow who turned up with the suggestion that Santa should be drastically redesigned. "We really should avoid making an idol of a fat person," quoth he, adding that Santa's beard should be trimmed and his hair cut, and his figure streamlined so that "the midriff part should look more like a bull-fighter. . . . Santa has been devitalized and stereotyped. I want to increase his jolliness." Okay, okay—but St Nick made to look like a bull-fighter doesn't sound jolly to us. Almost as depressing is the Eastern dept store Santa who can't conduct his business without the aid of a "toy consultant." We're going to borrow Diogenes' lantern and go look for an honest, old-fashioned Santa Claus. 10

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#### FAMILY LIFE—11

A French woman has found a new use for the dictaphone — a cure for family quarrels! Recordings made during rows, when played back, she claims, are embarrassing and ridiculous enough to cure anybody. — TOM HENRY, *This Wk.*

..... *Quote* .....

#### FREEDOM—12

The most important aspect of freedom of speech is freedom to learn. All education is a continuing dialogue—questions and answers that pursue every problem to the horizon. That is the essence of academic freedom. . . . Once limits are put on discussion, people cease to learn and become saturated with the prevailing orthodox creed. . . . New ideas become fearful or dangerous. That is why totalitarian gov'ts dare not allow free universities, speech, and churches, and also why such gov't cannot long endure. For the mind of man can never be long kept in chains.—Supreme Ct Justice WM O DOUGLAS, *An Almanac of Liberty* (Doubleday).

#### FUTURE—13

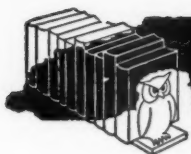
Let's try to imagine an American continent criss-crossed by broad white highways, some stretching all the way from the Alaskan arctics to the southernmost tip of South America, capable of moving tomorrow's dream cars safely over distances of 800 or 1,000 mi's in a comfortable day's driving. It's bound to come. We can't afford to check our progress and delay the fulfillment of the American dream. The time to start is now.—WALKER A WILLIAMS, v p, Ford Motor Co, quoted in *Adv Age*, 11-8-'54.

#### GAMBLING—14

A bet can be made more ways than won.—*Chips of Inspiration*.

#### HEAVEN—Hell—15

During last summer's heat wave, a church in the Midwest put this on the bulletin bd: "You think it's hot here?"—T HARRY THOMPSON, *Sales Mgt.*



## Book Briefs

Impressed by the fact that 2 of the books boasting longest tenancy on the *N Y Times* non-fiction Best Seller list are *The Power of Positive Thinking*, by Dr Peale and the Overstreets' *The Mind Alive*, we checked back for a decade; made the interesting discovery that there has been no extended period during the past 10 yrs without at least one Best Seller dedicated to a study of man and his mind.

But perhaps the right people aren't reading these mental manuals. Still depressed by Jas D Koerner's pessimistic acc't of an extension course in literature, given to a group of Kansas school teachers (*Harpers*, Nov) we came upon an item to the effect that Navy technical writers are busily looking up shorter words. Current survey shows present crop of naval recruits has lowest IQ in flect's history. Thus the re-writing of training textbooks on a lower intelligence level.

A volume that will not make the Best Seller lists (even tho it may sell far more copies than some of the books so honored) is the 75th Anniversary Edition of the *Statistical Abstract of the United States*. Hardly a tome for light reading, it does throw statistical light on just about any subject you may elect. Current comparisons with the yr 1879 are especially fascinating. We didn't owe much money

One of the most unusual exhibits of all time is to be held in Bordighera, on the Italian Riviera. Its title: *Spaghetti in Art and Literature*. — *Paris Match* (QUOTE translation).

”

in those days—only a couple of billion dollars, contrasted with the public debt of \$270 billion today. But then we didn't have much money, either—less than \$2 per person, as against \$190 per capita in circulation now. For your copy of this useful 1056-page book write Sup't of Documents, Gov't Printing Office, Washington 25, D C. Price: \$3.75.

Looking over *A Guide to Soviet Russian Translations of American Literature*, by Glenora and Deming Brown (Columbia Univ Press) we are impressed by the fact that altho a generation ago Russia drew lavishly on our literary treasures for translation, today selections are limited to “a handful of approved left-wing contemporaries, and a few 19th century authors whose remoteness from the present renders them ideologically ‘harmless’.”

.....Quote.....



### Sense vs Sentiment

During the emotional atmosphere of a Christmas eve 170 yrs ago (Dec 24, 1784) the remarkable Thos Jefferson and Jas Madison, seeing the danger of a Virginia bill giving churches tax support, were able to cut thru sentiment to defend church-state separation. In An Almanac of Liberty, Justice Wm O Douglas, praising their stand, tells how they did it:

Madison wrote the *Memorial and Remonstrance against Religious Assessments*, perhaps the most eloquent brief ever written for separation of church and state—it was this that defeated the proposed law. It argued against the bill thus:

—Those who do not believe are taxed to support those who do.

—An established clergy is always a convenient aid to rulers who want to subvert the liberties of the citizens.

—Centuries of the legal establishment of a church produced pride and indolence in clergy, ignorance and servility in the people, superstition, bigotry, and persecution in both.

—If gov't can establish Christianity to the exclusion of all other religions, it can later establish one sect to the exclusion of the rest or force a citizen to support such sect as it may choose.

..... *Quote* .....

### HONESTY—16

The politicians were discussing their honesty during the last campaign. "Well, you certainly can't say you heard that I was dishonest!"

"No, but I never heard that you were honest!" — *Revue*, Munich (QUOTE translation).

### IDEALS—17

One can almost tell the shortcomings of a people by the ideals they feverishly cultivate.—GEDDES MACGREGOR, *From a Christian Ghetto* (Longmans, Green).

### JUVENILE DELINQUENCY—18

Half of juvenile delinquency starts in boredom. Boys and girls of 12-18 have terrific energy and too little to do with it; they also have the most lively and eager imaginations, for which almost nothing is provided. If they show any imagination in dress, for instance, they are promptly marked down as rebels and nuisances, and respond very naturally by rebellion. If they show any interest in reading, it is odds on that the books will be labelled obscene and thrown on the fire. And then it is highly likely that they will stop reading altogether, and simply get on with gangsterism.—JOYCE CARY, British novelist, BBC Broadcast.

### LANGUAGE—19

Movie production code has changed rules to permit, after long taboo, the use of the words "hell" or "damn" in dialog if the script warrants. J Carroll Naish will be the 1st nasty-mouth in movies, uttering "damn" in the picture *Seven Bad Men*. Yes, he's one of them.



# Pathways to the Past



Week of  
Dec 19-25

**Dec 19**—A Christmas tree gift to the nation came 155 yrs ago (1799) when Congress made the 1st nat'l forestry purchase — 350 acres of Georgia pine (Nat'l Forests now cover more than 160 million acres).

**Dec 20**—*Hannukah* (Hebrew *Feast of Lights*). . . Payoff time came for mbrs of the 1st "Christmas Club" 155 yrs ago (1799) in Wendover, England, where Rev Jos Smith had arranged "to receive any sums during the summer and return the am't at Christmas, with additional as bounty" to encourage thrift among his parishioners.

**Dec 21**—*Feast of St Thomas*. . . 235 yrs ago (1719) Jas Franklin 1st issued his *Boston Gazette*, where brother Benj's 1st writings later appeared. . . Ending his march to the sea, Gen Sherman 90 yrs ago (1864) wired Pres Lincoln, "I beg to present you as a Christmas present the city of Savannah". . . 75th anniv (1879) b of Josef Stalin. . . Fittingly enough, 250 of his communist disciples were deported to Russia 35 yrs ago (1919) from U S, climaxing post-War I Bolshevik scare.

**Dec 22**—*Winter begins*. . . Congress played Santa Claus to Gen Lafayette 130 yrs ago (1824), voting him \$200,000 and a township of land in gratitude for his services here. . . 85th anniv (1869) b of poet E A Robinson, 3-time Pu-

litzer prize-winner. . . Evangelist Dwight L Moody, founder of Chicago's famed Bible Institute, d 55 yrs ago (1899).

**Dec 23**—10th anniv (1944) d of Chas Dana Gibson, illustrator, whose "Gibson Girl" drawings set the standard for turn-of-the-century American female beauty (a Social Registerite himself, Gibson seldom hired models, since comely friends in N Y's "400" vied to pose for him).

**Dec 24** — 170th anniv (1784) of founding of Methodist Episcopal church in America. . . Thos Jefferson and Jas Madison set a precedent for church-state separation when they defeated a Virginia church aid bill 170 yrs ago (1784). . . After a long hold-out, N Carolina ceded its vast Western lands to the union 165 yrs ago (1789). . . 145th anniv (1809) b of Christopher (Kit) Carson, most famous guide and trapper west of the Mississippi. . . America gained peace with Britain before Christmas, signing the Treaty of Ghent 140 yrs ago (1814) to end 1812 war, but N Y didn't get the word until February!

**Dec 25**—*Christmas*. . . Few Americans budge from their firesides to make history this day, but Gen Washington forsook Christmas dinner to cross the Delaware 178 yrs ago (1776).

..... *Quote* .....

## "Of all things!"

1954 will be recorded in history as the yr our engineer-scientists solved the problem of atomic flight.

True, we have not yet blt an atomic plane, and may not do so in the very near future. But we now know *how* to build it; we have licked the one apparently insuperable obstacle: fantastic weight. At one time specialists in the field seriously believed an atomic craft would have to weigh up to a million lbs, because of the heavy shielding presumably required to protect from gama rays and neutrons.

Now, thru a technique too complicated to explain in limited space, weight has been reduced to an est'd 200,000 lbs, or approx the weight of a medium jet bomber. One of the big savings, obviously, has been in fuel storage. One lb of uranium 235 is equal in power potential to 2 million lbs of gasoline.

No one has ever questioned the advantage of atomic aircraft. The atom-powered plane is about as near unlimited flight as imagination can conceive. Atomic planes could remain in the skies for day after day, without the necessity of re-fueling. And it has been pointed out that anti-submarine planes, to cite a single graphic instance, could stay aloft longer than the under-sea craft could remain submerged.

..... *Quote* .....

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### LOVE—20

A father was trying to read a serious book. His little son kept interrupting him. He would jump on his lap and say, "Daddy, I love you." The father would give him a hug and say rather absently, "I love you, too." But that did not quite satisfy the child. Finally he ran to his father and said, "I love you, Daddy, and I've just got to do something about it!"—NELL and CAWTHON BOWEN, *Christian Home*.

### MUSIC—21

If a man's too busy to sing, he's too busy.—CARROLL P ADAMS, *Key-note*, published by Associated Male Choruses of America.

### PROCRASTINATION—22

It might be a good idea to have tomorrow patented. It is the best known labor-saving device.—*Tit-Bits*, London.

### RACE RELATIONS—23

Next time you run across racial or religious prejudice just ask what color skin God has and which church He belongs to.—*Kentucky Kernel*.

### SAFETY—Safe Driving—24

Taking your hands off the wheel to light a cigarette at 60 mi's an hr can kill you a lot quicker than lung cancer. — *Fifth Wheel*, hm, Indiana Motor Truck Ass'n.

### SCIENCE—25

In science the man of real genius is the man who invents a new method. The notable discoveries are often made by his successors, who can apply the method with fresh vigor, unimpaired by the previous labor of perfecting it.—BERTRAND RUSSELL, *Science Digest*.

## QUOTE For Christmas

Here's a way to pay timely tribute to your pastor, a valued educator, a special friend who does a good deal of public talking. Send a Gift subscription to **QUOTE!** Subscriptions start Jan 1, but the Christmas issue will accompany a card announcing your gift. We'll make every effort to notify recipients before Christmas Day. But Holiday mails move slowly. So, place your order now.

Your own renewal (extended for one year from present expiration date) may be included at these rates:

Single yrly subscription	\$ 6.00
2 1-yr sub's or one 2-yr	10.00
3 1-yr sub's .....	14.75
4 1-yr sub's .....	19.50
5 1-yr sub's .....	24.25
6 1-yr sub's .....	29.00
7 1-yr sub's .....	33.50
8 1-yr sub's .....	38.00
9 1-yr sub's .....	42.50
10 or more	
1-yr sub's .....	\$4.25 each.

”

## TEACHERS—Teaching—26

A qualified teacher possesses educational qualifications that look good on paper and personal qualities that look good to the class.—  
J K KINCAID, *Phi Delta Kappan*.

## In Brief

Auto industry is gossiping about the scandalous way dealers in some areas are disregarding official introduction dates of '55 models. In Detroit, for example, owners were already getting dents in their new cars, bringing them in for 500- and 1000-mile check-ups, in advance of the public showings. In another mid-western city, one of our scouts reported a '55 Ford on a used-car lot a full 2 wks before the official display date.

Americans do not accept Russian ideology, but we are beginning to like their likker. Or so we deduce from recently-published statistics. Vodka sales in U S for 1st 8 mo's of '54 are up 21% over same period last yr. . . Do people generally object to beer and wine commercials on tv and radio? Backers of Bryson bill (to prohibit such ads) lined up some pretty impressive support. But the 1st real test came in state of Washington in last election. A local bill incorporating Bryson provisions was defeated by voters 551,000 to 186,000.

Well, the economic forecasts for '55 are now about all in. Gen'l consensus of opinion: '55 will be a somewhat better yr for business than '54, but probably won't come up to '53 in volume or profits. . . N Y Public Library system now permits housebroken dogs, cats (presumably other pets) to enter its sacred portals. Heretofore they have been left on leash outside.

..... *Quote* .....

# Good Stories.....

you can use

A young school teacher in a remote section of the country was trying to explain the basic difference between the words "effort" and "work" to his class one day.

"Effort is merely exertion, but work is accomplishment," he explained. "Look at me pushing against this blackboard. No matter how hard I'm pushing against it, I'm not moving it. I'm accomplishing nothing. My effort is great, but I'm doing no work. I could stand and push against this blackboard all my life. My wife could push against it all her life. Our children could push against it all their lives, but if the blackboard isn't moved any, regardless of all our effort, we would have done no work."

"But," said a youngster, jumping to his feet, "if you stand there pushin' against that blackboard all your life, how you gonna get a wife and children?"—*Wall St Jnl.* a

" "

Anyone who doubts the seriousness of today's undergraduates should be reassured by the McGill freshman who announced gravely that, as far as the fair sex was concerned, he was "sick and tired of playing the field." From now on, he averred he was going to "pick out just 3 or 4 of the best and be faithful to them."—*Montrealer.* b

.....Quote.....

## I LAUGHED AT THIS ONE

HOWIE LASSETER

Two movieland children, both offspring of oft-divorced parents, got into an argument about the abilities of their respective mothers. As the discussion became more heated, one concluded, "Well, anyway, my *father* can lick your *father*."

"Are you kidding?" replied the other. "Your father *is* my father!"

" "

A 5-yr-old rehearsing at home for the school Christmas program sang:

"Hark, the herald angels sing  
Glory to the new-born king!  
Peace on earth and mercy mild,  
God and *sitters* reconciled."

—*Delta Kappa Gamma Bulletin.* c

" "

A famous film chief arose at a recent Hollywood dinner given in honor of a child star.

"Ladies and gentlemen," he beamed, "you all know this great little actor sitting on my right. It's fitting we should pay tribute to such a wonderful talent.

"And on my left," he continued, "is the star's mother. A big hand, ladies and gentlemen. We mustn't forget the goose that laid the golden egg."—*World Digest.* d

# Wise Cracks

Between a matinee and evening performance, three of the daintier decorations of the corps de ballet of the New York City Ballet were sipping sodas in a drug store, looking even more lush than normal in their stage makeup. They were duly noted by three intrepid sailors who cased them enthusiastically and inq'd: "Whatcha doin' tonight, kids?"

Without missing a sip, the kids repl'd: "Swan Lake, Orpheus and Pied Piper."—Theatre Arts. e

" "

In a western town a man who had come into possession of a considerable fortune decided to erect a large office bldg. During his discussion of the plans with an architect, the latter said:

"As to the floors, now. You would want them in mosaic patterns, I presume?"

"I don't know about that," repl'd the other dubiously. "I ain't got any prejudice against Moses as a man, and he certainly knew a good deal about law; but when it comes to having floors, it kind o' seems to me I'd rather have 'em unsectarian."—Arkansas Baptist. f

" "

An 8-yr-old's wail about seeing Walt Disney's English classic *Rob Roy*: "Whatta gyp! I thought it was a western where bandits held up Roy Rogers!"—ERSKINE JOHNSON, *Photoplay*. g

Most of us can endure the great calamities of life with fortitude—but wondering if the price-mark on a gift was erased is what really gets us down.—FRANCES RODMAN.

" "

A wife who is completely frank with her husband often gets what she wants for Christmas. — A A SCHILLING.

" "

Probably the most superior smile in the world is registered by a small boy who has found out that there is no Santa Claus, and whose little sister hasn't. — DAN BENNETT.

" "

Nothing adds to family ties so much as exchanging gifts at Christmas.—EDNA MAY BUSH.

" "

The Christmas rush starts the day people decide they still have lots of time to shop. — VESTA M KELLY.

" "

An ermine is only a weasel who couldn't afford to go south for the winter.—DOUGLAS LEECHMAN.

" "

A night club is a place where they get away with murder and you face the charges. — MAURICE SEITZER.

.....Quote.....

### Christmas Carol

Consider the Santas,  
The kind that you meet  
On curbstone and corner  
Of alley and street:  
The fat ones and slim ones,  
The tall and the short  
And other examples  
Of nondescript sort.  
The purpose they're serving  
May merit applause  
But they certainly libel  
The real Santa Claus.  
And when you're downtown  
And your youngster's with  
you,  
What a lot of explaining  
They cause you to do!  
—*Seng Fellowship News*, hm,  
Seng Co. h

---

A visiting speaker to a Sunday School was called upon to address the children. Thinking to be facetious, he asked this question: "What would you do before so many bright boys and girls who expected a speech from you, if you had absolutely nothing to say?"

"I'd keep quiet," replied a small boy.—*L & N Mag.* hm, Louisville & Nashville Ry. i

One day students in a civic class had been assigned to bring in reports on a lesson which had been on crime. One youngster's contribution was: "My mother says the price of coffee is the biggest crime she knows about." — *Birmingham News Mag.* j

..... *Quote* .....

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Little Tommy came home from school with a black eye. "What have you been up to?" demanded his mother.

"I've been fighting Billy Briggs," the boy confessed.

"Well, tomorrow morning take him some cake and make friends," his mother told him.

Tommy did so, but the following afternoon he came home with his other eye blacked. "Good heavens!" exploded his mother, "who did that?"

"Billy did," said Tommy. "He wants more cake." — *Tracks*, hm, Chesapeake & Ohio Ry. k

" "

Sometimes I envy the bears. Wouldn't you be willing to doze off on a belly full of Thanksgiving turkey, then awaken long after income tax season when dogwood is in bloom?—OREN ARNOLD, *Kiwanis Magazine.* l

" "

Two golfers were annoyed by an unusually slow twosome in front of them. One of the offending couple dawdled on the fairway, while his companion searched long and industriously in the rough.

At length one of the pair waiting on the tee shouted indignantly, "Why don't you help your friend find his ball?"

"Oh, he's got his ball," the man repl'd blandly. "He's looking for his club."—*Balance Sheet.* m

" "

"I wonder why a girl can't catch a ball like a man," mused the boy.

"Oh," bubbled the sweet young thing, "a man is so much bigger and easier to catch."—*Lion.* n

Overheard in a dep't store employment office, personnel man to applicant: "Sorry, we don't want a Santa Claus with a Southern accent."—*New Yorker*. o



### Replacement

*The blustering type of Santa Claus who greets children with a lusty "Ho, Ho, Ho" is being replaced this Christmas by a soft-spoken Santa whose voice won't frighten little children. — News item.*

What's this? Is Santa not to blow  
And humpf and grumpf and "Ho,  
Ho, Ho"?

Not make a lusty, gusty noise  
In front of little girls and boys?  
You say the new, replacement  
chap

Who takes the kiddies in his lap  
Must be a smooth, soft-spoken guy  
Who won't make little fellows cry?

I say, if tots are still a-feared,  
Does that mean off with Santa's  
beard,

And pluck his brows and dye his  
hair,

And if he even then should scare,  
Remove his gear and substitute  
A double-breasted business suit?

Department store psychologist,  
I pray of you, refrain, desist.  
What though he frights the kids  
a trifle,

Come, let them have an ear- and  
eyeful.

I beg you, on my bended knees,  
Don't streamline good old Santa,  
*please!*

A Milwaukee restaurant owner tells of noting a couple seated in his place, arguing rather heatedly. He walked by their table frowning, so they lowered their voices, but soon they were at it again.

As he headed for them again, the argument rose to a climax.

"I'm going to divorce you," snarled the woman.

The man shook his head. "I know you don't mean that, darling," he said. "You're just saying that to make me feel good."—*Milwaukee Jnl.* p

" "

And then there was the married man who came home late, took off his shoes, pulled out his key and wondered what he was letting himself in for.—*Automotive Dealer News.* q

" "

Around the Pentagon they tell the story of an Air Force pilot assigned to fly a hazardous mission over the jungle. He was given an escape and evasion kit to help in case he crashed. He pointed to 2 vials in the kit and asked the intelligence officer, "What are these for?"

"They're to help you get out of the jungle," rep'd the G-2 man. "One contains gin and the other vermouth. In case you get lost, all you do is start mixing a martini. No sooner do you start, than someone will appear and start telling you you don't know how to mix a martini right. Then you ask him the way to the nearest town."—*Chicago Tribune Press Service.* r

..... *Quote* .....

## Quote-ettes

ALBEN W BARKLEY, 77-yr-old ex-  
Veep, returning to Senate where  
he sat for 22 yrs: "It will be odd  
to be called the 'junior' Senator."

1-Q-t

MARLENE DIETRICH, turning down  
a television offer: "Television is  
for frustrated actresses who must  
act."

2-Q-t

Prince Consort PHILIP, asked at  
a London club speech about the  
problem of "doing" dishes after  
large parties: "Leave them until  
you feel stronger in the morning."

3-Q-t

## SECOND CLASS MATTER

Mr. Maxwell Droke  
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Indianapolis Indiana

## News of the **NEW**

Edited by ALICE JACOBS

Christmas comes on apace, and here are more new items in time for the Christmas mkt. Like to make your own tree ornaments? You can buy Christmas balls, undecorated, packed with fast-drying paints and a brush, then turn your fancy loose on the decoration. They're put on the mkt by Christmas Ornament Decorators Service of N Y.

Also in the "do-it-yourself" line are an increasing variety of hobby kits and make-your-own-toy packages. American Optical Co has kits for making periscopes, telescopes, microscopes, etc—and all said to be usable. Or there's an Electron-

ics Kit by RCA: this has all you need to whip up a 2-tube radio, a transmitter and materials for experiments in television, thunder and electronic phenomena.

If you don't want to make it yourself, there's a charming child's record player (by Philharmonic Television and Radio Corp'n, New Brunswick, N J). This has an illuminated kaleidoscope blt into cabinet front. Kaleidoscope's constant changes are produced by electronic impulses of record being played. It's yrs since we've seen old-fashioned kaleidoscopes and are glad to know they're back in modern form.

NOTE here items of special interest in this issue \_\_\_\_\_  
File QUOTE for future reference. Use Comprehensive Index, issued each 6 months.  
A ring binder holding 52 issues of QUOTE is available at \$2.00, postpaid.



